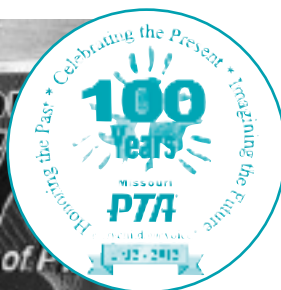


# CONTACT

Volume 94, Issue 6  
July 2013



---

## MO PTA would like to THANK the following PTA Units and Councils for their generous donations

### Building Fund

Trailridge Elementary PTA  
Prairie View Elementary PTA  
Espy PTA  
Blue Springs R-IV School District  
Council PTA  
Mason Elementary PTA  
Delta Woods Middle School PTSA  
Nixa Jr. High PTSA  
Logan-Rogersville PTA  
Greenwood Elementary PTA  
Liberty Oaks Elementary PTA  
Hawthorn Hill Elementary PTA  
Longview Farm Elementary PTA  
Woodland Elementary PTA  
Raytown Middle School PTSA  
Franklin Smith Elementary PTA  
Richardson Elementary PTA  
Lee's Summit West H.S. PTSA  
Cedar Creek Elementary PTA  
Truman Patriots Club PTSA  
Blue Springs Early Childhood  
Preschool PTA  
Underwood Elementary PTA  
Raytown High School PTSA  
Sunset Valley Elementary PTA  
Mathews PTA  
North Kansas City Council PTA  
Lee's Summit Council PTA  
Pleasant Lea Elementary PTA  
Belton Council PTA  
Summit Lakes Middle School PTA  
St. Joseph Council PTA

### Founders Gift

Kentucky Trail Elementary PTA  
Trailridge Elementary PTA  
Prairie View Elementary PTA  
Blue Springs R-IV School District  
Council PTA  
Lakewood Elementary PTA  
Mason Elementary PTA  
Summit Pointe Elementary PTA  
Delta Woods Middle School PTSA  
Nixa Jr. High PTSA  
Logan-Rogersville PTA  
Greenwood Elementary PTA  
Liberty Oaks Elementary PTA  
Hawthorn Hill Elementary PTA  
Longview Farm Elementary PTA  
Woodland Elementary PTA  
Raytown Middle School PTSA  
Richardson Elementary PTA  
Lee's Summit West H.S. PTSA  
Meadow Lane Elementary PTA  
Pleasant Lea Middle School PTA  
Cedar Creek Elementary PTA  
Blue Springs Early Childhood  
Preschool PTA  
Underwood Elementary PTA  
Raytown High School PTSA  
Meadowbrook Elementary PTA  
Sunset Valley Elementary PTA  
Kentucky Trail Elementary PTA  
High Pointe PTA  
Mathews PTA  
Timber Creek Elementary PTA  
Lee's Summit Council PTA  
Raytown Council PTA  
Pleasant Lea Elementary PTA  
Gracemor PTA  
Yeokum Middle School PTSA  
Summit Lakes Middle School PTA  
St. Joseph Council PTA  
Peculiar Elementary PTA

### Scholarship Fund

Edison Elementary PTA  
Trailridge Elementary PTA  
Prairie View Elementary PTA  
Espy PTA  
Blue Springs R-IV School District  
Council PTA  
Independence Council PTA  
Lakewood Elementary PTA  
Mason Elementary PTA  
Delta Woods Middle School PTSA  
Nixa Jr. High PTSA  
Logan-Rogersville PTA  
Springfield Council PTA  
Greenwood Elementary PTA  
Liberty Oaks Elementary PTA  
Hawthorn Hill Elementary PTA  
Sherwood Elementary PTA  
Longview Farm Elementary PTA  
Woodland Elementary PTA  
Glendale PTSA  
Raytown Middle School PTSA  
Franklin Smith Elementary PTA  
Richardson Elementary PTA  
Lee's Summit West H.S. PTSA  
Meadow Lane Elementary PTA  
Pleasant Lea Middle School PTA  
Thomas PTA  
Cedar Creek Elementary PTA  
Blue Springs Early Childhood  
Preschool PTA  
Underwood Elementary PTA  
Hickman High School PTSA  
Raytown High School PTSA  
Meadowbrook Elementary PTA  
Sunset Valley Elementary PTA  
Mathews PTA  
James Bridger Middle School PTSA  
Parkway PTA  
Lee's Summit Council PTA  
Gracemor PTA  
Belton Council PTA  
Yeokum Middle School PTSA  
Summit Lakes Middle School PTA  
James Bridger Middle School PTSA  
Lone Jack PTA  
Barry Middle School PTSA

## Cover photo:

*Top picture:* Dorothy Gardner & Kim Weber during Child Advocacy Day.

*Bottom pictures:* Donna Petiford with some of the winners from the Reflections Showcase in Columbia MO.

## Contents

- 1 President's Message
- 2 National Message
- 4 Legislation & Advocacy
- 6 Membership
- 8 Award winners
- 10 Summer safety
- 11 PTA Family Reading
- 12 Calendar

## CONTACT Staff

**President/Publisher** Donna Petiford

**Editor** Lisa Holmes

**Graphic Designer** Bryan Gates

CONTACT is the official publication of Missouri Congress of Parents and Teachers. We are a branch of the National Congress of Parents and Teachers. CONTACT is published bi-monthly, six times a year. Subscriptions are \$7 per year.

Missouri PTA Office, Editorial and Publication Office: 2101 Burlington St., Columbia, MO 65202.

PHONE: 800-328-7330 FAX: 573-445-4163

or [www.mopta.org](http://www.mopta.org)

Please notify the Publication Office in case of change of address or to purchase a subscription. It is important that we have accurate addresses so that we may provide the support and information to each local unit.

NOTE: Advertisements appearing in this publication do not constitute PTA's endorsement of the product or service.

PLEASE SHARE THIS MAGAZINE.

Information from this magazine may be excerpted for other PTA publications as long as credit is given to Missouri PTA and any byline that may appear with the item must be included.

National PTA Office: 1250 N. Pitt Street, Alexandria, VA 22314

Phone: 800-307-4782 (4PTA), [www.pta.org](http://www.pta.org),

MO PTA 800-328-7330

# President's Message By Donna Petiford, Missouri PTA President



After attending a recent meeting on Common Core, I realized many attendees had a genuine concern regarding student data collection. Data collection is necessary in assuring opportunity and equity for all students. According to DESE, individual student data is collected and aggregated for the purpose of reporting and decision making. Much like a business, our schools have "key performance indicators" that they are required to monitor in order to provide accountability for federal and state funding.

Federal and state funding make up about 40% of the funds Missouri schools receive to educate all children. The other (approximately) 60% comes from our local taxes. Federal and state funding provide resources for schools that assure opportunity and equity among districts, such as Title Funding, School Lunches and transportation. Data collection provides necessary information to show that these services are warranted and that all populations of students are being served.

Missouri adheres to the confidentiality requirements of both federal and state laws including the Family Educational Rights and Privacy Act (FERPA), the Individuals with Disabilities Education Act (IDEA), the Protection of Pupil Rights Amendment (PPRA), and the National School Lunch Act.

I am not afraid of this data collection or the uses of the aggregated data that our state and federal government need to provide essential school services. What concerns me more, as a parent, is the use of "directory information" within school districts. In many cases anyone can access "public information" for any reason, unless the district has an "opt-out" policy. I found out about directory information when my daughter (who was under 18 at the time) received a mailing from a political campaign. I made a phone call to the politician and he explained to me the process of simply asking our school district for a mailing list. He only had to pay a minimal fee for the printing of the list to acquire this public information.

According to my district, "directory information" means information contained in an education record of a student that would not generally be considered harmful or an invasion of privacy if disclosed. It includes, but is not limited to: name of student; present address; electronic mail address; telephone number; name of parent and/or guardian; step-parent; sex; photograph; date and place of birth; dates of attendance; grade level; enrollment status (e.g. elementary, secondary); present school or most recent educational agency or institution attended.

At the time, the only opt-out policy was "all or nothing" meaning that if I opted out, my daughter's name would not be included in the yearbook or the PTA directory. Since this discovery, due to better data collection technology, our district now allows for more specific opt-out strategies.

What directory information does your school district provide? Are you able to opt-out of the release of public information to political campaigns and "etc."? Are you filing the proper forms to do so? If you don't know the answers to these questions, you should ask. To me, this represents a greater risk to our students than what is shared with our federal government.

If you are interested in reading more about Common Core or other PTA issues and programs, please visit my blog: <http://moptapresident2011.blogspot.com/>

## Who We Are

PTA Vision

Making every child's potential a reality

PTA Mission - PTA is:

- A powerful voice for all children,
- A relevant resource for families and communities, and
- A strong advocate for the education and well-being of every child.

PTA Purposes

- To promote the welfare of children and youth in home, school, community, and place of worship
- To raise the standards of home life
- To secure adequate laws for the care and protection of children and youth
- To bring into closer relation the home and the school, that parents and teacher may cooperate intelligently in the education of children and youth
- To develop between educators and general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education

# Common Core State Standards Set Students on the Road to Academic Success

By Betsy Landers, National PTA President

The Common Core State Standards represent the single most important step towards raising the achievement bar for America's students and improving academic performance. Unfortunately, the standards have come under fire lately by those seeking political gain and suggesting the standards are a federal government take-over of education. Nothing is further from the truth! The Common Core State Standards were developed by educators based on proven research and they are widely-supported by both teachers and the general public.

The Denver Post reported last week that 40 percent of Colorado's students need remediation before achieving college-readiness. Across the country, employers report that students are not graduating high school with the math and reading skills needed to be employable. Remediation courses are expensive, often adding significant time and cost by way of excess courses to the college track, prolonging graduation date. Research shows that nearly 50 percent of all undergraduates and 70 percent of all community college students enroll in at least one remedial course – and for students who begin in remediation, fewer than 10 percent graduate from community colleges within three years and fewer than 40 percent complete a bachelor's degree within six. For students who are not college-bound, remedial courses increase the amount of time before a student can enter the workforce and become a productive, tax-paying member of society. And parents, government, and student foot the bill for this added time and expense.

The Common Core State Standards create a set of benchmarks that, when implemented successfully, ensure students are prepared for college and future career. The standards seek to

ensure that no matter where a child lives —mountainous Colorado, rural Kansas or urban Washington, D.C. — he/she will be held to rigorous academic standards, end each school year well-prepared to enter the next grade, and graduate high school with a skill set matching the needs of a 21<sup>st</sup> century economy. This consistency should be a comfort to every parent, especially in our increasingly mobile society. How many of us have been forced to relocate – for a job, a military assignment – only to find our child simply isn't on track to succeed in his or her new school?

States have always set their own standards, and voluntary adoption of Common Core is no exception. Upon reflection of the successes and failures of No Child Left Behind, it was evident that many states, when forced with assessing "hard to teach" populations to comply with federal accountability measures, simply dumbed down the standards to boost student performance rates. This phenomenon resulted in a "race to the bottom" and high school graduates ill-prepared for college or for career.. While Common Core standards represent an improvement over most state standards prior to adoption, other states, such as Massachusetts, have implemented the standards while also maintaining rigorous benchmarks above and beyond the minimum set by Common Core. Additionally, other states, like Virginia, developed and implemented their own college- and career-ready standards. Virginia's Standards of Learning, first piloted in 2002, have been judged by the US Department of Education to be closely aligned with college- and career-readiness benchmarks.

Some critics have voiced concerns that adoption of the standards will lead to stifled creativity and autonomy of individual teachers, ultimately dictating

lesson plans and all curriculum. PTA would never encourage monolithic classrooms, and we do not subscribe to this concern; we know that every teacher's unique experience, instructional style, and curriculum alignment contribute to a positive and productive learning experience. While the Common Core State Standards define WHAT students will learn, the standards do not dictate HOW students should learn the material, or how teaching professionals should teach it. Each state and district will still write its own curriculum and determine how teachers work with their students and families to achieve the benchmarked learning goals, matriculate successfully, and graduate on-time.

Change is never easy, and as with any transition, this monumental shift to a new set of academically rigorous standards and aligned assessments will be accompanied by hurdles and challenges. Some challenges will be shared, others will be unique as states and districts all tackle implementation while adapting to meet the unique needs of students and families. PTA has never taken the easy road, we advocate every day for the BEST road; the road that leads every child to success in school and in life.

We understand that any change in education can seem scary. But before you push back, we urge all parents to become familiar with the standards and the new state assessments under development in order to fully understand how the standards will improve education for all students. PTA members should work to educate other parents, regardless of PTA membership, on the benefits of



Common Core State Standards and academic benchmarking. National PTA has developed a [robust set of resources](#) for parents, educators, and policy-makers, and I encourage all of you to familiarize with the parent-friendly guides to understanding the standards and state-specific assessment materials.

Teachers, principals, and administrators – the ones in whose care we entrust our children day in and day out – overwhelmingly support the Common Core Standards. Sadly, the progress made toward college- and career-readiness is now being bogged down by politics and a fear of change. It is vital that PTA members speak up and stand up for Common Core by [supporting teachers](#) who are working hard to apply the standards in their classrooms. Family engagement is critical to succeeding in this battle, as it is in any fight for the education of our children. Teachers, administrators, and state legislators need to know that PTA will not be divided by political rhetoric, but will stand together, as one voice advocating for the success of every child.

## National PTA Updated Policy on Gun Safety

National PTA Board of Directors recently issued an updated policy on gun safety. Given National PTA's history of advocacy for the safety of children and youth, National PTA supports federal efforts to protect children and youth from gun violence. National PTA also advocates restricting access to guns from persons who may endanger public safety.

School safety is a critical priority for all parents, educators, students, and community members that cannot be taken for granted. We must make every attempt to reduce violence, especially incidents that involve firearms. National PTA recognizes the importance of parent involvement in the decision-making process in the development and implementation of school safety policies, including crisis response plans.

National PTA recognizes the importance of a safe learning environment in attaining the highest level of student learning and achievement. National PTA believes the most effective day-to-day school climate to be gun-free, but defers to local collaborative decision-making to allow for the presence of law enforcement deployed in community-oriented policing.

Examples of ways to improve youth safety and to restrict guns to only responsible owners include advocating for the following:

- gun safety locks and other safety devices to prevent young children from accidentally discharging a gun
- raise the minimum age to 21 to be allowed to buy a handgun from non-licensed dealers
- allow at least three business days to conduct background checks
- require non-licensed dealers to conduct background checks and fill out proper paperwork so that guns can be traced
- prevent juveniles who commit violent crimes from buying guns as adults

For these and other ways National PTA believes that gun violence can be decreased in order to make our schools, as well as our communities, safer, please see the following link: <http://www.pta.org/about/content.cfm?ItemNumber=3581&RDtoken=63010&userID=>

## A special note of thanks!

*Scholastic Photography*

*...photographing the future!*

Missouri PTA would like to thank Scholastic Photography for sponsoring the 2013 Reflections Arts Showcase that was held April 27 at Rock Bridge High School in Columbia.

# KIDS COUNT IN MISSOURI HIGHLIGHTED INDICATORS: HIGH SCHOOL DROPOUT RATE AND BIRTHS TO TEEN MOTHERS

By Erin Brower, Partnership for Children's Director of Advocacy & Public Policy

## High School Dropout Rate

The high school dropout rate in Missouri decreased over 10% from 2006 and 2010. Despite this progress, nearly 9,000 students dropped out of public high schools during the 2009-2010 school year.

High school dropouts are more likely to:

- be unemployed;
- receive public assistance;
- be incarcerated as adults;
- be single parents; and
- have children who do not complete high school.

Research shows that over their working lives, the average high school dropout will have a negative net fiscal contribution to society of nearly -\$5,200, while the average high school graduate generates a positive lifetime contribution of \$287,000. Relative to an average person who graduates high school, the average high school dropout will cost taxpayers over \$292,000 in lower tax revenues, higher cash and in-kind transfer costs and more incarceration costs. Addressing the dropout problem can help support long-term economic growth within a state.

## Births to Teen Mothers

Missouri's teen birth rate declined over 19% from 2006 to 2010. In 2000, about 9,800 Missouri teens, ages 15-19, gave birth. In 2010, approximately 7,600 teens gave birth. Although the number of teens giving birth annually has fallen, it still means that there are thousands of teen mothers in Missouri.

Teen mothers are more likely than other young women to drop out of school, remain unmarried, live in poverty and rely on public assistance.

Children born to teen mothers are more likely to:

- be classified as low birth weight;
- be premature;
- suffer abuse and neglect;
- have lower language and math skills;

- have less general knowledge;
- show deficits in social and emotional skills;
- experience more problems in physical well-being and motor development;
- drop out of high school;
- become teen parents; and
- spend time in prison.

## Improving the Statistics

Children who attend high-quality, early care and education programs are less likely to become teenage parents and more likely to graduate high school and attend college. We need to make investments in high-quality, early care and education for Missouri children from birth to 5 a top priority. Investments in publicly funded pre-kindergarten for 3- and 4-year-olds, using and building on the assets of the existing system of licensed child care, Head Start and preschool facilities, and expansion of evidence-based programs for at-risk 0 to 3-year-olds, will benefit all Missouri children and Missouri's economy.

"All other infrastructure sectors in our economy receive significant public support because we recognize that the private sector alone cannot bear the cost of a quality infrastructure. Public goods require public investment. All of society benefits from quality child care, but parents still bear the majority of the costs. By recognizing the importance of child care as a part of economic recovery, we can now push to have child care included as a priority investment in future infrastructure and economic development programs. Our economy depends on it."

For more information, please contact Erin Brower, Partnership for Children's Director of Advocacy & Public Policy, at [brower@pfc.org](mailto:brower@pfc.org).

To view the KIDS COUNT in Missouri Data Book go to: <http://www.oseda.missouri.edu/kidscount/>

To view the national KIDS COUNT Data Book go to: <http://datacenter.kidscount.org/>

# What is 'adequate' funding?

By Dorothy Gardner, VP and Director of the Department of Legislation & Advocacy

One of Missouri PTA's 'go-to' questions for state legislators revolves around providing adequate funding for education. But just what is adequate? This is the response I have received two consecutive years from a local representative in my school district. However, Missouri PTA didn't decide to phrase the question utilizing the word 'adequate' just because it read well or sounded good. This term has and continues to be used by Missouri courts and the Missouri Legislature to define state responsibility in funding education. The Outstanding Schools Act, the current Missouri Statute on funding education, specifically addresses and defines adequate funding. That should make what adequate spending is clear as mud, right?

To understand how Missouri's funding formula came into existence we need to take a trip back in time to the early 1990's. Attempts to provide equitable distribution of state funds for public education have been debated for over 100 years. Prior to 1992 Missouri had attempted to revamp the funding stream but their efforts fell short. "The existing school finance system does not provide an 'equal.. opportunity' for all school age children as is required by .. the Missouri Constitution." This was the ruling of the circuit court of Cole County in the suit *Committee for Education Equity v. Missouri*. This ruling was not a surprise for the members of the Missouri Legislature. In fact, anticipating such a ruling, the lawmakers had already started redesigning the school finance system in 1992. In 1993 the Outstanding Schools Act became the law of the land – well the land in Missouri.

When the Outstanding Schools Act originally passed it was proclaimed to be the key to providing equitable funding and ensuring no child is denied a quality education because of their zip code. The original formula under the act was mainly tax-rate driven and established a minimum local property tax rate of \$2.75 on every \$100 of assessed valuation. Still the equity of the formula was debated and a suit brought forth in 2004. During the time the suit was making it's way through the courts, lawmakers again came together and reconstructed aspects of the formula to create a system tailored more heavily on student's needs rather than being mainly tax-rate driven. This new funding formula, SB287, went into effect July 1<sup>st</sup> 2006 and was designed to be implemented in a series phases over the next seven years. Meaning, the plan should now be reaching full funding. However, the 2012-13 school year just concluded and the formula remains significantly (between \$600-\$700m) underfunded. How could that be?

In order to understand how we ended up in such a funding hole, first let me explain how the basic formula works. State aid is awarded under this calculation.

$$\begin{aligned} & (\text{Weighted average daily attendance}) \times (\text{state adequacy target}) \\ & \times (\text{dollar value modifier}) = (\text{subtotal of dollars needed}) - (\text{local} \\ & \text{effort}) = \text{state funding awarded} \end{aligned}$$

See – it's clear as mud. Right? It might be if you knew how those factors were defined. Okay here we go – the more lengthy explanation. Hope those math skills are handy.

First the district must calculate their weighted average daily attendance. To do this they must first figure out the average daily attendance for each child. The number of hours each child attended school for a term is divided by the total number of hours in the term. See why schools are so picky about the check-in and out times for students throughout the day. Once the total number of hours is determined this sum is multiplied by factors for the number of free and reduced lunch, special needs and ELS students.

Remember the term adequate? Here is where it comes into play. The sum of the weighted average daily attendance is multiplied by the state adequacy target. Adequacy is determined by taking the number of districts that are performing well on the State's performance standards and averaging those district's per-pupil spending. Tada – the definition of adequate funding – almost. What a dollar buys in one part of the state differs from another part of the state. We have to account for the inequity in cost of living. So we multiply by the dollar value modifier. This factor ranges from 1.000 (the FY14 DVM for Kirskville) to 1.089 (the FY14 DVM for Hazelwood). Now we have what equals adequate funding for the school district, and only one more step in the formula.

Missouri limits local taxation for public education to property tax. Our districts rely on both state and local money to provide education services. While the Outstanding Schools Act requires a minimum local effort there is no maximum limit. Substantial contribution by local taxes contributes to gaps in per pupil spending across school districts. The idea of the Act was to produce more equitable distribution of funds. The last part of the puzzle is to subtract local effort. Local effort is a calculation of the property assessment taking into account a variety of factors such as performance levies and amounts retained by the county assessor and collector. Once this amount is calculated it is subtracted from the determined adequate funding for the individual school district. This final sum determines the amount the state is required by law to provide in the way of education funding for each school district.

So why are we in such a hole? With such a precisely calculated formula budgeting should be simple. Legislators could just reference the previous year's factors and utilize those to project what next year would cost. Unfortunately there are two main factors that contributed to the current underfunding mess – politics and the economic environment.

Back in 2006 when lawmakers were hashing out the revised formula it was probably unlikely they had a crystal ball

*continued on next page*

# Are you done yet?

By Susan Rupert, Vice-President Membership Services

To ensure recognition at this year's convention, the deadline for applications to be mailed to the state office is postmarked by September 16, 2013. A letter verifying the completion of the Leaders Project will be issued and mailed to the participant. Recognition and a "Certified PTA Leader" pin will be given at the state convention in October 2013

to those who have completed this project within the past year. Any applications received after the September 16, 2013 deadline will be included with the "Class of 2014", with recognition at the 2014 convention.

The Missouri PTA Leaders Project was initiated to recognize leadership accomplishments and encourage PTA

leaders to seek training and participate in events that help them gain experience to help units function effectively. If you haven't started on this track to being a "Certified PTA Leader" yet, I invite you to do so NOW!!! Check out the website, [www.mopta.org](http://www.mopta.org) under *Tools* in the *Members Section* for more information.

*Thank You*

**ItAllCounts – Funding the Future  
for being a sponsor of  
Missouri PTA**



ItAllCounts is an easy and innovative way to tap in to the exponential growth of e-commerce (online shopping) to generate a continuous source of funding for your school. To find out more about this **NO cost** program visit [www.mopta.org](http://www.mopta.org) or to request more information about how to start your organization's ItAllCounts program just email [info@ItAllCounts.com](mailto:info@ItAllCounts.com) or visit [www.ItAllCounts.com/LearnMore](http://www.ItAllCounts.com/LearnMore).

## What is 'adequate' funding?

*continued from page 5*

warning them of the impending economic downturn. When state revenues decreased there was simply not enough money to pay for all expenditures in entirety. So the economy was very much one factor to blame. The other factor still pits school district against school district. During the process of passing SB287 the 'Hold Harmless' provision and other varying calculations and scenarios were added making simple plan not very simple at all. These additions were the political maneuvers utilized to get the bill passed. In a nutshell, under the revised formula some districts would have seen funding cuts. These provisions, most specifically 'Hold Harmless', spared these cuts under the new plan. They also significantly increased the amount of funding needed. Districts that do not fall under the parameters of the 'Hold Harmless' provision and

other specialized scenarios believe this continues to contribute to inequitable distribution of state funds. However, on October 17<sup>th</sup>, 2007, a Missouri Circuit court entered judgment in favor of the current formula.

There you have it. My 'cliff notes' version of the Missouri education funding formulate as it stands today. As the process to create a method to distribute funds for education equitably has been debated for the past 100 years so it still remains a hot topic today. We continue to hear grumbling by legislators who are unhappy with the current formula. No changes in the formula will come out of this year's General Assembly. But does that mean change isn't looming in the future. I don't know – my crystal ball has been on the fritz for quite some time.





**Come be a part of our flying ACES!**

**Learn the best methods of**

**Advocating,**

**Communicating,**

**Educating, and**

**Supporting EVERY Child in Missouri**

## *Early Bird Awards*

The unit that sends the  
**HIGHEST MEMBERSHIP**  
 based upon last year's  
**TOTAL MEMBERSHIP** to the state office  
**POSTMARKED ON OR BEFORE**  
**SEPTEMBER 27, 2013** will earn the  
**EARLY BIRD AWARD**  
 and be recognized at the Missouri PTA  
 Convention in Springfield in October.

**THREE (3) WINNING CATEGORIES**  
 Early Childhood/Elementary/Special Ed.  
 Middle School-Jr. High/Combined Unit  
 High School

**NO APPLICATION NECESSARY**  
 Get those dues in by September 27, and  
**YOU MAY BE A WINNER!**

## **NPTA Member Benefits**

Check out the National PTA, [www.pta.org](http://www.pta.org) website for further information on how your members access these benefits. Make sure the details on benefit access are provided only to your PTA members.

- **eTrak** (powered by Verizon) - helps PTA parents *Always Know* their children are safe with its revolutionary new location-tracking device. **For a limited time only, PTA members can order the device for free (regularly \$99).** There is an activation charge of \$39 and a monthly fee of \$15. This lightweight domino-sized device uses highly accurate, patented GPS+ technology to show a child's location on any smartphone or computer. And in the case of an emergency, the device sends messages with its location at the push of a button to multiple recipients.
- **SHARP ELECTRONICS** - The PTA/Sharp Electronics member store is now available to offer you valuable member discounts on Sharp AQUOS Liquid Crystal Televisions and other home electronics products! Every unit is offered at special PTA member pricing, guaranteeing you the lowest possible price.
- **T-MOBILE** - 14% discount off your monthly service charges for new and existing T-Mobile subscribers, plus additional savings for new subscribers.
- **Hertz** - We're at the Airport and in your Neighborhood. The world's largest airport general use car rental brand, operating from approximately 8,500 locations in 146 countries worldwide is proud to offer PTA members benefits like: Savings of up to 20% off rentals, special promotions in addition to your discount and Fee Waived Hertz #1 Club Gold® enrollment—a \$60 savings!
- **METLIFE** - MetLife Auto & Home® has worked with PTA to bring PTA members a group insurance program that comes with special savings and benefits. This program includes competitive benefits and superior discounts for members.

## **The Missouri PTA Distinguished Service Award honors individuals and groups for their service and dedication to the children of Missouri of and the mission of PTA. *Congratulations!***

RaeLynn Anderson-- Nixa Council PTA  
Julie Badders--Liberty Middle School PTA  
Connie Brumley--Thomas PTA  
Chellys Café--Center Council PTA  
Kathy Campbell--Highland Park Elementary PTA  
Carla Cherry--Martin City K-8 PTA  
Mary Christiano--Springfield Council PTA  
Kristie Collins-Delarber--Raytown Council PTA  
Tracy Cummins--Red Bridge Elementary PTA  
Janice Davis--Hickman Mill Jr. High School PTSA  
Lora Davison--Warren Hills Elementary PTA  
Julie Day--Heritage Middle School PTSA  
Bryon DeLong--Center Senior High School PTA  
Cathy Dolsky--Manor Hill Elementary PTA  
Eileen Duty--St. Joseph Council PTA  
Tonya Foster--Belvidere Elementary PTA  
LaTonya Franklin--Conn-West Elementary PTA  
Kara Geisert--Lewis & Clark Elementary PTA  
Adam Gertner--Century PTA of Nixa  
Ann Hagen--Heritage Middle School PTSA  
Clayton Hall--Kellybrook PTA  
Michael Hartwig--Trailridge Elementary PTA  
George Heard--Center Senior High School PTA  
Kharmin Heard--Center Senior High School PTA  
Sandie Heindel--Kellybrook PTA  
Robyn Holsman--Red Bridge Elementary PTA  
Tara Hose--Sunny Vale Middle School PTSA  
Liberty Hy-Vee--Alexander Doniphan PTA  
Kevin Jerls--Ridgeview Elementary PTA  
Deborah Jurgeson--Liberty Oaks Elementary PTA  
Shawn Lacey--Red Bridge Elementary PTA  
Shara C.--LewisCenter Council PTA  
Hilda L'Hevrex--Trailridge Elementary PTA  
Dr. Sandra Logan--West Junior High School PTSA  
Cindy Long--Martin City K-8 PTA  
Catherine Lynch--Sycamore Hills Elementary PTA

Marc Maness--Springfield Council PTA  
Dr. Allan Markley--Raytown Council PTA  
Kathy Markus--Manor Hill Elementary PTA  
Tara Mast--Shoal Creek Elementary PTA  
Robin Mata--Shoal Creek Elementary PTA  
Robie Mathews--Christian Ott Elementary PTA  
Kristin Matthews--Grant Elementary School PTA  
Mark McGehee --Nixa High School PTSA  
Kelly Minette-- Alexander Doniphan PTA  
Lori Moon--Daniel Young Elementary PTA  
Dr. Julie Moore--South Valley Jr. High PTSA  
Ann Morrisson--Lillian Schumacher Elementary PTA  
Cammy Neth--Lewis & Clark Elementary PTA  
Anensky Norberto--Trailridge Elementary PTA  
Vicki Ogden--Ridgeview Elementary PTA  
Cheri Patterson--St. Joseph Council PTA  
Danielle Quinn--Center Council PTA  
Red Bridge Sonic--Center Council PTA  
Erica Schmitz--South Valley Jr. High PTSA  
Angie Sidden--Lillian Schumacher Elementary PTA  
Gina Stringfield--Belvidere Elementary PTA  
Jake Swearingen--Red Bridge Elementary PTA  
Monica Terry--Meadowmere PTA  
Ben Tilley--Ridgeway Elementary PTA  
Chiara Valadez--Liberty Oaks Elementary PTA  
Tara Varney--Red Bridge Elementary PTA  
Kelly Wachel--Center Council PTA  
Dee Walker--Warren Hills Elementary PTA  
Casey-Jo Williamson--Meadowmere PTA  
LeDale Wooten--Center Senior High School PTA  
Bambi Zinman--Red Bridge Elementary PTA

**This award includes a letter of recognition from the state president, a certificate suitable for framing, and a lapel pin. A portion of the award fee goes to the Missouri PTA Scholarship Fund.**

# AND THE WINNER IS.....

The final dues are in and the 2012-2013 Membership Award winners have been determined. Congratulations to these outstanding units and councils for their hard work. They will be recognized and presented their awards during the **Missouri PTA 98th Annual Convention in Springfield, October 18 - 20, 2013.**

**Golden Gavel Awards** – these are awarded in 5 different categories

**Unit with the highest numerical increase in membership -  
Benton High School**

**St. Joseph School District/Pony Express Region**

This unit increased their membership by 199 members over last year.

**Unit with the highest percentage increase in membership –  
Maplewood Elementary PTA**

**North Kansas City School District/Pony Express Region**

Maplewood Elementary had over a 222% increase in their membership compared to last year!

**Unit with the highest membership total -  
Delta Woods Middle School**

**Blue Springs School District/Three Trails Region**

Their membership totaled 697 members this year.

**Unit with the highest membership percentage based on school enrollment-  
Voy Spears Jr. Elementary PTA**

**Blue Springs School District/Three Trails Region**

Their membership is 100.16% of their school enrollment.

**Council with the highest percentage of total membership increase over  
previous year-**

**Hickman Mills PTA Council, Three Trails Region**

This is the second year for this council to earn this award. They increased their membership total 24.43% over last year.

**Community Involvement Award**

**Unit with the highest number of business members  
Logan-Rogersville PTA**

**Logan-Rogersville School District/Ozark Region**

This unit had 48 business memberships this year.

**Students Make A Difference Award**

*Recognizes a unit with the highest percentage of student members based on school enrollment.*

This is an application award. To be considered, a unit must fill out the application. There were no applications for this award for 2012-2013. Remember... You have to apply to win!!!

**Lucky 13 in 2013 membership contest**

The Membership Department with MOPTA would like to thank all participants of the Lucky 13 in 2013 membership contest! We are excited to announce the two winners were Kentucky Trail Elementary school and Pickett Elementary school. We had a great response and appreciate all who participated!!!! Membership to your PTA gives you a VOICE for every child!!

# National PTA Reflections Winners from Missouri

*By Michele Reed, Vice President and Director of Programs*

**Missouri PTA** is pleased to announce that we have 9 students that have placed in five of the six art categories in the National PTA Reflections Contest. These students submitted their entries through their local PTA, and placed first at the Missouri State PTA level.

**National Awards of Excellence Winners:** Each student will receive from National PTA a \$200 cash award, a silver-plated medallion, a letter and certificate signed by the National PTA President, and recognition in the National PTA Online Gallery.

Dance Choreography - Middle/Jr Division: Megan Bishop, 8th grader at Delta Woods Middle School in Blue Springs, Missouri

Literature - Middle/Jr. Division: Cameron Steilen, 8th grader at Bode Middle School in St. Joseph, Missouri

Musical Composition - High School Division: Daphne Yu, 12th grader at Rock Bridge High School in Columbia, Missouri

Musical Composition - Middle/Jr. Division: Aki Anand, 7th grader at Central High School in Springfield, Missouri

Photography - Primary Division: Laune Walker, 1st grader at Century Elementary School in Nixa, Missouri

**National Award of Merit Winners:** Each student will receive from National PTA a silver-plated medallion, a letter and certificate signed by the National PTA President, and recognition in the National PTA Online Gallery.

Film Production - High School Division: Jaci Herron, 10th grader at Lee's Summit High School in Lee's Summit, Missouri

Literature - High School Division: Ricardo Solis, 12th grader at Oak Park High School in Kansas City, Missouri

Musical Composition - Primary Division: Ethan Godfrey, 1st grader at Richardson Elementary in Lee's Summit, Missouri

Photography - High School Division: Hannah Ledesma, 9th grader at Greenwood Laboratory School in Springfield, Missouri

**Congratulations to all of these Missouri students!**

# Summer Swimming Safety

By Donna Petiford, Missouri PTA President

Swimming in lakes, rivers and streams can be safe at designated swimming areas that are protected by lifeguards. Swimming in a natural body of water is different from swimming in a pool. More skills and energy are required for natural water environments because of cold water and air temperatures, currents, waves and other conditions—and these conditions can change due to weather.

Remember, no one is “Drownproof”. Participation in any swim lesson program cannot “drownproof” your child, despite what some may claim. No child is ever “drownproof” or water safe.

Lifejackets are not just for boating.

For complete article and more information about safe swimming in lakes, rivers and streams, visit the Red Cross website at this link: [http://www.redcross.org/images/MEDIA\\_CustomProductCatalog/m4240225\\_LakesRivers.pdf](http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4240225_LakesRivers.pdf)

## Summer Safety Tips

By Tara Shryock, MOPTA Health, Wellness and Safety Chair

Those hot, lazy summer days will be upon us before we know it! Swimming, biking, BBQ's and other outdoor activities are fun, but can pose some dangers for our children. Here is a list of top ten Summer Safety tips to make your summer fun and injury free!

### 1) Sun Safety

Be sure to apply sunscreen at least one half hour prior to going out into the sun. Reapply every one to two hours, especially when swimming or sweating. Choose a UVA and UVB sunscreen with an SPF of at least 15 and don't be afraid of applying too much. For an average child size body, 1 ounce is the recommendation. Don't forget hats and sunglasses. Hats for infants are especially helpful in preventing sunburn to their sensitive heads. Sunglasses for any age will prevent over exposure to the sun's strong rays and prevent sunburn to the eyes.

### 2) Insect Bites and Stings

Guard against ticks and mosquitoes which carry West Nile and Lyme disease. An insect repellent that contains DEET is the best, but be careful not to apply to hands or face as DEET is toxic if ingested. Be sure to drain child's pool and other containers of water, when you are done using them. Standing water is a major draw for mosquitoes. Don't allow children to use scented soaps or perfumes and avoid letting them carry sweet beverages such as juice around as these items contain strong smells which attract stinging insects.

### 3) Prevent Dehydration

Make sure children drink plenty of water prior to exercise and take drink breaks every 15-20 minutes. In extreme heat, it is also a good idea to spray them with a water spray bottle.

### 4) Use Helmets

When a child is using any outdoor toy with wheels, (skateboard, bikes, scooters, roller blades) be sure to use a helmet to prevent head injury in a fall. To set a good example, adults should also wear a helmet.

### 5) Food Safety

Foodborne illnesses increases in warmer temperatures. Wash hands prior to handling food. Avoid cross-contamination by not

handling raw meats around other foods or on surfaces cooked food will be touching. Lastly, be mindful of temperatures. Use a meat thermometer to be sure meat is cooked to a temperature that will kill any bacteria and cold items should not be left out more than two hours without refrigeration.

### 6) Water Safety

Be sure to put up barriers around swimming pools to restrict access. Never leave children unsupervised. Avoid using flotation devices. These toys may give a false sense of safety to young, fearful swimmers. Learn CPR! Hopefully you never have to use it, but better safe than sorry.

### 7) Trampoline Safety

One child at a time on the trampoline. Multiple jumpers increases the chances of someone being bounced off. No flips or somersaults! Children under the age of six should not be allowed to jump.

### 8) Enclosed Spaces

Avoid leaving children in vehicles. Car temperatures can climb well above actual air temperatures and cause suffocation. Warn children against playing hide and seek in tight, enclosed spaces such as coolers or trunks of cars.

### 9) Yard Work Safety

Children under the age of 12 should not be allowed to operate a push lawn mower. Children 16 and older only on a riding lawn mower. Children should never be allowed to drive or ride on an ATV. Children 16 and older only.

### 10) Home Playgrounds

The ground beneath home play areas should be soft. Dirt, sand and grass are not recommended. Nine inches of mulch or woodchips are best.

List comprised of tips taken from an article written by Katherine Lee for Parenting: School Aged Children

# PTA Family Reading Experience

National PTA has teamed up with Kindle to offer the **PTA Family Reading Experience, Powered by Kindle**—a set of free activities and resources, in English and Spanish, that PTAs can use to organize events, engage the entire family and focus on improving reading skills between kindergarten and fifth grade. These resources will help you promote and manage your event.

## PTA Leader Resources include:

- Leader's Guide (English & Spanish)
- E-reader Tips (English & Spanish)
- Event Evaluation Form for Families (English & Spanish)
- Table Signs for Each Station
  - K-2 (English & Spanish)
  - 3-5 (English & Spanish)

## Promotional Tools provided online:

- Key Messages and Sample Social Media Messages
- Family Reading Infographic (English & Spanish)
- On a Safari Experience Flier (English & Spanish)
- Sample Letter to Parents (English & Spanish)
- Sample Morning Announcements
- Sample Newsletter Articles (English & Spanish)
- Sample Media Advisory

## Four Different Event Activities provided with these Themes:

- On a Safari
- Under the Sea
- Out of this World
- Around the World

## Other Resources

- Reading Tips
- Books PTA Families Love to Read Together
- How to Help Your Child Select Age-Appropriate Books

These resources are available online (Search Family Reading Experience at [PTA.org](http://PTA.org))

## How can I inspire my child to read?

### 1. Encourage reading in your home

Set an example by reading in front of your child for both pleasure and practicality. You can even create a special space in your home where you can read together.

### 2. Spend 30 minutes each day reading together

When reading with your child, ask your child to describe what is going on in the scene or happening in the story.

### 3. Sign your child up for a library card

A library card is essential and free for your child to gain access to countless of books.

### 4. Attend a library event

Most libraries hold weekly or monthly events, such as story times, that you and your child can attend together.

### 5. Become involved at their school

Communicate regularly with your child's teacher to help monitor his or her progress, and ask what you can do at home to support their reading.

### 6. Applaud your child for reading

Reward your child for reading a certain number of books or finishing a challenging book just as you would other activities such as basketball or piano.

### 7. Give books as presents

Give books as a gift, especially on topics your child will love, to encourage and support their interests.

### 8. Help your child write their own stories

Encourage your child to write stories based on his or her experiences or favorite characters from other books, movies or TV shows.

### 9. Make flashcards to learn new words

Help your child study new vocabulary words or create colorful bookmarks to mark his or her place.

### 10. Take your child to the eye doctor

Schedule an eye exam to ensure that any vision problems are promptly addressed.

Visit [PTA.org/familyreading](http://PTA.org/familyreading) and download a set of free activities that you can use at home to help improve your child's reading fluency, comprehension, and passion.

Visit [Amazon.com/Kindleforkids](http://Amazon.com/Kindleforkids) and check out a list of the books PTA families love to read together.

# Short Takes

## TWO MO PTA UNITS RECEIVE KINDLES

This year, **85 PTAs received 10 Kindles** each to implement the **PTA Family Reading Experience, Powered by Kindle**, as well as other programs that expand and enhance family engagement in schools.

Eligible PTAs “in good-standing” were selected on a first come, first serve basis using the timestamp of their application entry.

### *Congratulations to two Missouri PTA units who have received this award!*

William N. Southern Elementary PTA - Independence, MO  
Thomas Hart Benton Elementary School PTA – Columbia, MO

## NATIONAL PTA BACK-TO-SCHOOL KIT

The Official 2013-2014 National PTA Back-to-School Kit has gone digital. Each local unit will receive via postal mail a USB drive with all of the guides, forms, and templates they need to successfully run their PTA. The kit still contains great resources to help PTA leaders serve their communities and manage their local units, including: easy-to-use primers for the president, treasurer, and membership and programs chairs; membership, fundraising, and marketing tools; program and advocacy resources; and special offers from national partners. Go to **PTA.org/Official kit** for more information about this year's kit.

## NATIONAL PTA SCHOOL OF EXCELLENCE

We have rejuvenated the **National PTA School of Excellence** program to help PTAs strengthen the family-school partnership and make measurable progress together in one of three areas: Education, Health & Safety, and Arts & Cultural Exploration.

At a **National PTA School of Excellence**, families feel welcomed and empowered to support student success, and PTA is a key partner for continuous school improvement.

### **What does it take to become a National PTA School of Excellence?**

1. Enroll your PTA between **May 1 and September 1, 2013** at **PTA.org/Excellence** or via phone at 800-307-4PTA (4782). You will receive the *Getting Started Guide*, which describes program components, including your first steps to gather feedback from families and set goals with your school partner.
2. Conduct a Family-School Partnership Scan and share your results with National PTA.
3. Receive your customized *Roadmap to Excellence* containing recommendations that respond to your specific results from the Family-School Partnership Scan.
4. Complete the National PTA School of Excellence application before **June 1, 2014**.
5. Celebrate your excellence! All National PTA School of Excellence recipients will receive a toolkit to support celebration activities.

In the **2013-2014** school year, put your school on the National PTA School of Excellence map! Enroll before **September 1, 2013!** Contact **programs@pta.org** for more information.

# Mark Your Calendar

## July

*Juvenile Arthritis Awareness Month*

*UV Safety Month—Remember your sunscreen*

*National Ice Cream Month*

4 Independence Day

MO PTA Office Closed

**Mid-July: Unit Presidents watch for National PTA Back to School packs**

## August

*National Immunization Awareness Month*

*Children's Eye Health and Safety Month*

## September

*National School Success Month*

*National Preparedness Month*

*Baby Safety Month*

1 Dues to State Office

*Deadline for the following state awards:*

- *Advocacy Through Legislation (Individual) Award (AtLaw)*
- *Advocacy Through Legislation (Unit/Council) Award (AtLaw)*
- *Leaders Project Application*

2 Labor Day - MO PTA Office Closed

9-15 Missouri Parent and Family Involvement in Education Week

8 Grandparents Day

11 Patriot Day

16 Stepfamily Day

17 Constitution /Citizenship Day

21 International Day of Peace

22 Fall Begins

27 MO PTA Early Bird Membership

*Award Date Postmark Deadline*

28 Family Health & Fitness Day

## October

1 Dues to State Office

18-20 98th Anniversary Missouri PTA  
*State Convention in Springfield*

## SUMMER TOOL KIT

The Missouri PTA Summer Tool Kit will be available electronically. This tool kit provides you and your unit a wealth of information which assures that your unit will have a strong start to the school year. The Tool Kit will be available beginning of July 18th.

How to locate the Summer Tool Kit:

1. Go to **www.mopta.org** and select the log in tab
2. Enter your username & password - you received this information when you activated your card.
3. Select the PTA Members Section Tab
4. Select Tools from the drop down tab
5. Select 2013 Summer Tool Kit - this will have the complete packet for your review and use.
6. Please share this information with your unit/officers.

Missouri Congress of Parents & Teachers  
Missouri PTA  
2101 Burlington St.  
Columbia, MO 65202

ADDRESS SERVICE REQUESTED



Nonprofit Org.  
U.S. POSTAGE  
**PAID**  
Jefferson City, MO  
Permit No. 89

## Save the Date!

**Missouri PTA 98<sup>th</sup> Annual Convention in Springfield,  
October 18 - 20, 2013 @ University Plaza Hotel**

### **Workshops to include:**

Presidents 1 & 2	Reflections	Watch DOGS
Treasurer 1& 2	Legislation & Advocacy	Resolutions
Bylaws	Programs That Matter	Conflict Management and Resolution
Membership	Facebook/Twitter	Common Core State Standards
Secretary	Pinterest	Student Workshops and MORE!
How to Create a Website	Parliamentary Procedures	

Find out what Springfield has to offer you by visiting online @ [www.springfieldmo.org](http://www.springfieldmo.org), get the Free mobile application @ <http://visitspringfield.mobi> or for a mailed packet visit <http://request.springfieldmo.org> and complete the form.

**Registration?** Coming soon, registration and more information about meetings and workshops will be available online at: <http://www.mopta.org/events/conferences/missouri-pta-convention.html>

**Lodging/Accommodations?** Call the hotel @ 1-417-864-7333 to reserve your room at the special group rate of:  
**\$104.00 Standard Room / \$139.00 King Suite (tax not included)**

*We look forward to showing you our hospitality!*